

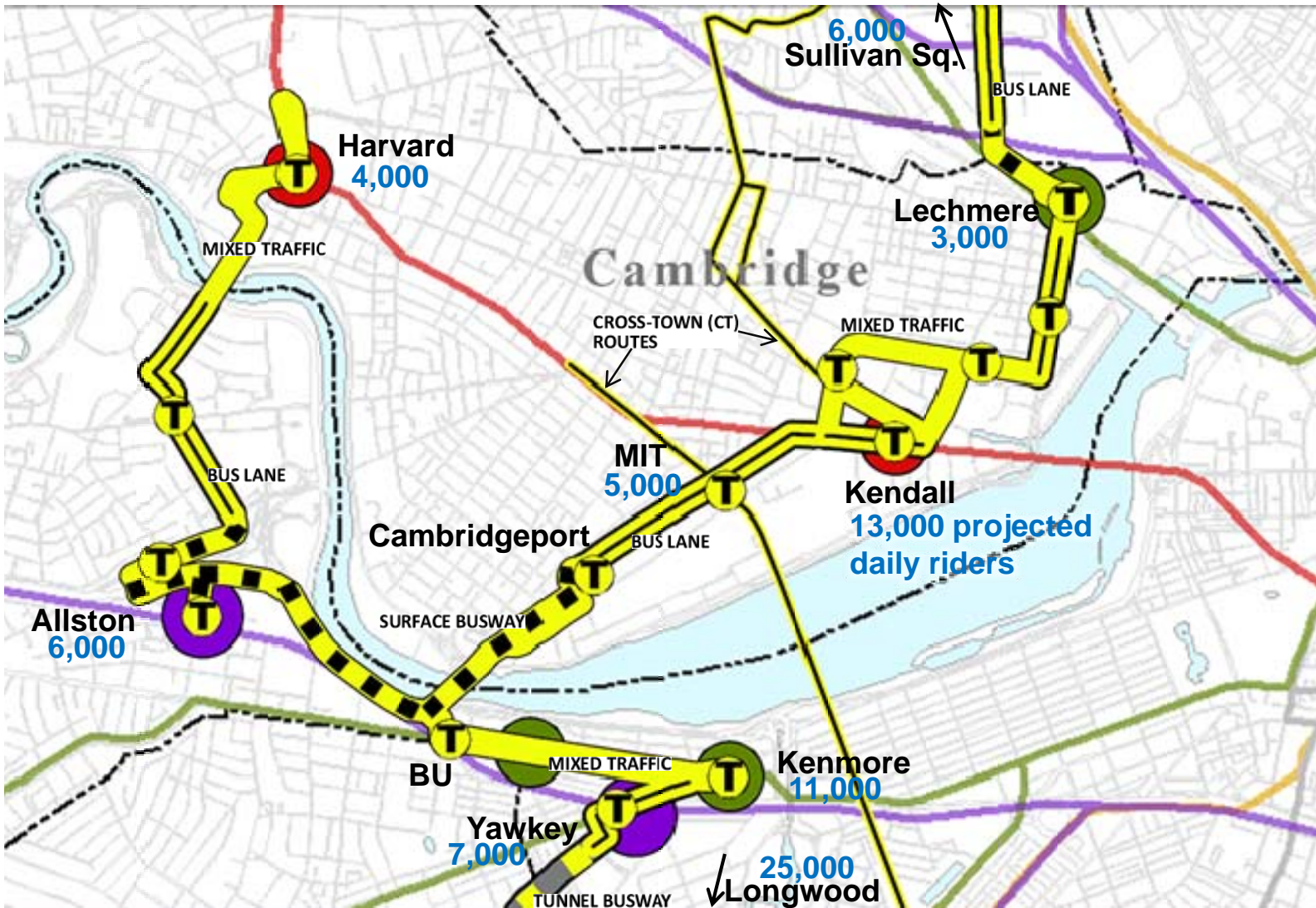
# The Urban Ring

Frequent bus rapid transit service

Includes Kendall to Longwood connection

High projected ridership – the demand is there

Application for federal review this Spring 2008



## What is the Urban Ring?

The Urban Ring project is a phased set of transit improvements in a corridor around the downtown core (see map). The corridor encompasses some of the our area's fastest growing districts, including Kendall Square and East Cambridge areas, Longwood Medical and Academic Area (LMA), and the South Boston Waterfront.

## Why get involved now?

While the Urban Ring project has been in planning for many years, renewed planning efforts over the past year have advanced this project significantly. A proposal will be submitted for state and federal review in Spring 2008, to be followed by an application for federal funding.

## Why is transit investment critical for business?

- Economic development in our region is being constrained by traffic congestion and inadequate transit access. The existing rapid transit subway system is over capacity.
- Auto emissions contribute significantly to climate change.
- Across the US, properties within a short walk to a transit stop are selling for 20-25% more than comparable properties further away.
- \$100 million invested in public transit creates and supports roughly 4,000 jobs. Businesses often realize a gain in sales three times the public sector investment in transit capital.

## Urban Ring components

The Urban Ring project will provide new transit services connecting to existing radial transit lines (subway, commuter rail, and bus), creating shorter transit trips and fewer transfers. The current planning effort includes frequent bus rapid transit service that will operate partly in exclusive bus lanes and tunnels and partly in mixed-use traffic.

## Is there a demand?

An estimated 13,000 daily riders are expected to board the Urban Ring system at the Kendall Square station! The Sullivan – Kendall – LMA route has the largest potential ridership for a new transit system in the region.

The EZ-Ride shuttle service (North Station to Cambridgeport via Kendall Square) demonstrates that there is growing demand. EZ-ride surpassed 1000 daily ridership in January 2008, up from about 500 when the service first started in 2002.

## Urban Ring website

<http://theurbanring.com>

(look under Reference Materials – Citizen Advisory Committee Documents – 3/25/08 Presentation)

## Can't make the meeting?

Contact us to stay informed of future events.

## RSVP, please!

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# Urban Ring Transit Project

## Special breakfast briefing for businesses

Tuesday

April 15, 2008

8:00 – 9:30 am

Marriot Hotel, 3<sup>rd</sup> floor  
Kendall Square, Cambridge

8:00 Light breakfast

8:15 Welcoming remarks

Robert W. Healy, Cambridge City Manager  
Kelly Thompson Clark, Cambridge Chamber of Commerce

8:30 Importance for Cambridge

Susanne Rasmussen, City of Cambridge  
Community Development Department

8:45 Project details

Ned Codd, Project Manager for the Urban Ring ,  
Massachusetts Executive Office of Transportation

9:15 Q & A

## Hosts

City of Cambridge Community  
Development Department,

Cambridge Redevelopment Authority

Cambridge Chamber of Commerce

Massachusetts Institute of Technology

Mass. Executive Office of Transportation

